



WCPO

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kypost.com

## ORDER

Print Date 09/24/12

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Flight Dates 09/12/12-09/17/12

Contract / Revision 310614 /

Original Date / Revision  
09/11/12 09/21/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Product

Candidate. Friends of Sherrod Bro

Agency Com 15%

Billing Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 8

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$18,445.00	\$21,700.00	0.00	08/27/12	09/17/12	38	\$18,445.00	\$21,700.00
Totals	38	\$18,445.00	\$21,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/12/12	09/17/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M-WTF--	:30	6	\$400.00	P-3	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		6			\$400.00			0.00			
		Week: 09/17/12	09/23/12	M-----		2			\$400.00			0.00			
N 2	WCPO	09/12/12	09/17/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M-WTF--	:30	3	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		3			\$400.00			0.00			
		Week: 09/17/12	09/23/12	M-----		1			\$400.00			0.00			
N 3	WCPO	09/12/12	09/17/12	M-F 730-8p	CM	728-8p	M-WTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00



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<u>Advertiser</u>	<u>Product</u>	<u>Candidate</u>	<u>Estimate #</u>	<u>Week #</u>
Friends of Brown / Democr	Friends of Sher			8

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--		3				\$500.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$500.00		0.00			
N 4	WCPO	09/12/12	09/17/12	M-F 6-630p News	CM	558-630p	M-WTF--	:30	3	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
M-F 6-630p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--		3				\$1,000.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$1,000.00		0.00			
N 5	WCPO	09/12/12	09/17/12	SA 730-8p	CM	730-758p	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
SA730-8P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$400.00		0.00			
Week:		09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 6	WCPO	09/12/12	09/17/12	M-F 7-730p	CM	658-730p	M-WTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--		3				\$500.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$500.00		0.00			
N 7	WCPO	09/12/12	09/17/12	SA 7-730p	CM	658-730p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
SA7-730P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
Week:		09/17/12	09/23/12	-----		0				\$0.00		0.00			
N 8	WCPO	09/12/12	09/17/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	M-WTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--		3				\$500.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$500.00		0.00			
N 9	WCPO	09/12/12	09/17/12	M-SU 11p Late News	CM	11-1135p	M-WTF-S	:30	3	\$900.00	P-3	0.00	NM	5	\$4,500.00
M-SU 11p Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF-S		4				\$900.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$900.00		0.00			
N 10	WCPO	09/12/12	09/17/12	M-F 12-1p News	CM	12-1p	M-WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
M-F 12-1p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- WTF--		3				\$500.00		0.00			
Week:		09/17/12	09/23/12	M-----		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WCPO	09/17/12-09/23/12		M-F 12-1p News		12-1p	M-----		:30	<del>(\$500.00)</del>		0.00	NM		
Credited															
[flight ended. adding this cash to current flight. ]															
Totals														38	\$21,700.00